

Subject: Pershing Square Redesign Winner to Be Announced Thursday Morning
From: Anika Ostin
Date: 05/11/2016 12:58 PM
CC: Sara Hernandez
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Hi There,

This Thursday at 9 a.m. Councilmember Huizar will announce/introduce the winner of the Pershing Square re-design competition at the park. Please note that this is a press event so please don't forward. Hope to see you there.

Best,
Anika

*** * * MEDIA ADVISORY * * ***

CONTACT:

FOR IMMEDIATE RELEASE

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Councilmember Huizar, Rec & Parks, Pershing Square Renew to Reveal Winner of Pershing Square Re-Design

Huizar, who led efforts to create City support and non-profit Pershing Square Renew, will join with Recreation & Parks, Pershing Square Renew and supporters to introduce international design competition winner for the City's oldest public park

(LOS ANGELES) May 10, 2016 – Los Angeles City Councilmember José Huizar will join Thursday with Recreation and Parks Mike Shull and Pershing Square Renew's Eduardo Santana to announce and introduce the winning team for the international design competition to reimagine historic Pershing Square.

Located in the heart of Downtown L.A., Pershing Square is the City of Los Angeles' oldest park, dedicated in 1866 by Mayor Cristobal Aguilar as "La Plaza Abaja" ("the Lower Plaza"). Pershing Square has been redesigned and renamed multiple times since its inception – major redesigns occurred in the 1950s and early 1990s.

Thursday's announcement comes after the City Council adopted Huizar's legislation in September to create a public-private partnership and work with Pershing Square Renew, a non-profit partner, which came out of a task force created by Huizar in 2013. Once the international design competition was announced, Pershing Square Renew received 80 letters of interests from design firms throughout the world and more than 50 submittals of qualifications. From that pool, 10 semifinalists were selected in October, four finalists in December and on Thursday, one winner!

The four finalists of the Pershing Square Renew design competition, which were featured at a public forum on April 28th at the Palace Theatre, include: **SWA | Morphosis; James Corner Field Operations with Frederick Fisher & Partners; Agence TER and Team; and WHY + Civitas.**

The public weighed in on their preferences for Pershing Square at public forums and online at PershingSquareRenew.com. The Pershing Square Renew Jury (see full list below) took public feedback into consideration before making their decision.

WHO: Councilmember **José Huizar**; **Mike Schull**, Recreation & Parks GM; **Eduardo Santana**, Pershing Square Renew; **Rob Jernigan**, Gensler; Pershing Square Park Advisory Board; **winning design team!**

WHAT: Announce Pershing Square Renew Design Winner

WHEN: 9 a.m., Thursday, May 12, 2016

WHERE: Pershing Square
532 S Olive St.
Los Angeles 90013

About Pershing Square Renew

Pershing Square Renew, Inc. is a non-profit public benefit corporation created to drive the re-design of Pershing Square, a five-acre urban park in the heart of Downtown Los Angeles. Bounded by 5th Street to the north, 6th Street to the south, Hill Street to the east, and Olive Street to the west, Pershing Square has been a popular gathering place since 1866. The effort to re-envision historic Pershing Square is led by Councilmember José Huizar, the Department of Recreation and Parks, MacFarlane Partners, and other Downtown leaders. In Sept. 2015, an international design competition was launched. For more information, visit: www.pershingsquarenew.com

About Councilmember José Huizar

Councilmember Huizar is a staunch advocate for the DTLA community, ushering in billions of dollars of investment to the area, creating initiatives like Bringing Back Broadway and DTLA Forward, and partnering with the County to create C-3, which builds off the success of homeless outreach Huizar has led to assist homeless individuals in Skid Row. He helped bring hundreds of acres of open space, new parks and park upgrades to park-poor areas of his district and is one of the City's leading "Complete Streets" proponents, helping usher in Mobility 2035, DTLA Bikeshare and groundbreaking pedestrian and bike-friendly policies that are seen as the model for the entire City.

About the four finalists:

SWA | Morphosis: Both of these firms are based in Downtown LA and well represented throughout Southern California, as well as nationally and internationally. See their previously submitted proposal.

James Corner Field Operations with Frederick Fisher & Partners: New York's James Corner is responsible for Manhattan's High Line, arguably the greatest new public park of the millennium, as well as Santa Monica's Tongva Park. See their previously submitted proposal.

Agence TER and Team: Paris-based Agence TER's landscapes dot Europe and have reached the Middle East and French Guyana.

why with Civitas: Located in Culver City, relative newcomers why, partnered with Denver's well-known Civitas Landscape Architecture group, offered a creative approach that intrigued the jury at every level of the competition. See their previously submitted proposal.

The Pershing Square Renew jury consists of:

Janet Marie Smith (Jury Chair), SVP, Planning and Development, Los Angeles Dodgers

José Huizar, Councilmember, 14th District, City of Los Angeles

Donna Bojarsky, Founder and President, Future of Cities: Leading in LA

Simon Ha, Downtown Los Angeles Neighborhood Council and Downtown LA Resident

Mary McCue, Founder, MJM Management Group

Rick Poulos, Principal, NBBJ

Janet Rosenberg, Founding Principal, Janet Rosenberg & Studio

Michael Shull, General Manager, Los Angeles Department of Recreation and Parks,

Michael Woo, Dean, Cal Poly Pomona, School of Environmental Design

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